

Maple Avenue Commercial Corridor

Zoning Code Update

Steering Committee Meeting #8

February 4, 2014

Project Status and Schedule Update

Discussion on Maple Avenue Commercial Code

- Content
- Issues under study

Other Items

Where We Are Today

Project Scope	
Task	Date
Review Past Work Efforts, Interviews, Steering Committee	Fall 2012
Assess Existing Zoning Code and Development Pattern – ‘ <i>Zoning Discovery Report</i> ’	November 2012
Develop Vision Principles	Winter 2012
Develop Zoning Draft Outline – ‘ <i>Annotated Outline</i> ’	April 2013
Town Council Work Session	April 22, 2013
Meet with Community – Community Forum	May 29, 2013
Draft Zoning Code Amendments – update zoning code	Summer 2013
Steering Committee Meeting #7	October 8, 2013
Town Council Work Session	November 11, 2013
Steering Committee Meeting #8	February 4, 2014
Town Council Work Session	February 10, 2014
BAR/Planning Commission Meeting	Spring 2014
Public Review and Consideration	Spring 2014

Desired Outcomes

- Compact, pedestrian-oriented and human-scaled development
- Mixed-use and destination retail-style development
- Promote a wider variety of housing options in Town
- Enhance Town's economic vitality
- Maintain and promote eclectic character and visual interest of building design and site configuration
- High quality and compatible development with adjacent neighborhoods
- Improve environmental quality
- Encourage gathering spaces and incorporate public art



Charge

Our charge is to frame a vision and update the zoning code for the commercial corridor of Maple Avenue

Town Council and Staff Direction

- RFP Request: Preparation of amendments to the current Zoning Ordinance consistent with the Town's Comprehensive Plan, and the current zoning and planning principles for increased building heights along the Maple Avenue West and East Corridor (not a Market or Traffic Study)

Study Boundaries

- Assume Height Maximum of 54'
- Setback from ROW of 15'



Draft Zoning Code Amendment

Maple Avenue Commercial Zone

Draws from:

- Vision Principles
- Assessment of current zoning code - *Zoning Discovery Report*
- Relevant national best practices
- Discussions with Steering Committee and Town Council



Maple Avenue Commercial Zone

~~September 27~~ ~~October 31~~ ~~February 4,~~

2014³

C L A R I O N

Elements to Encourage Beneficial Redevelopment

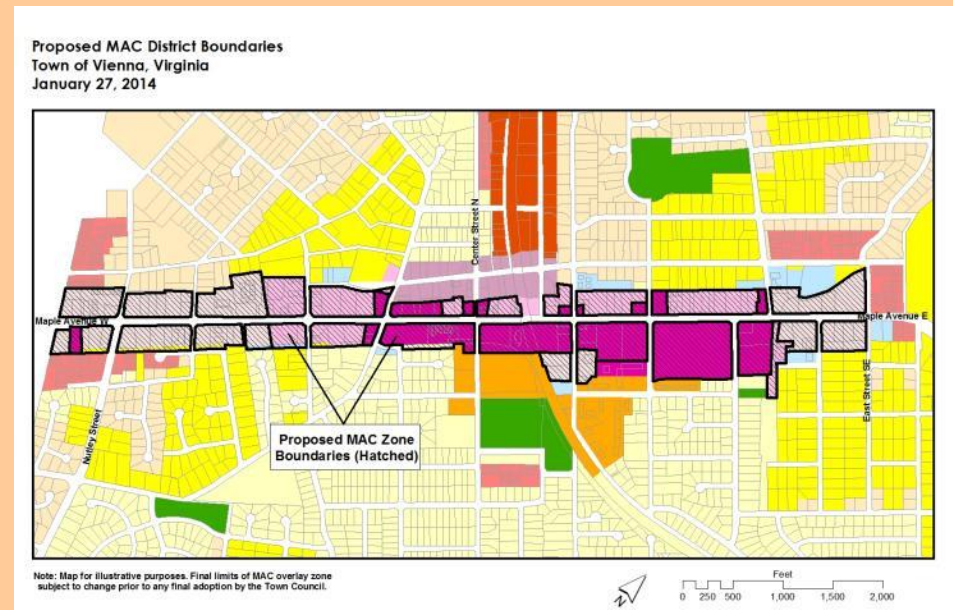
Outline Contents

- **Regulatory Approach** - District and Procedural Mechanisms
- **Bulk & Dimensional Requirements** - Modulate **Building Height/Density/Intensity** along Maple Avenue
- **Setbacks** - Modulate Building Setbacks from Right-of-way/Curb line
- **Use Standards** - Incorporate **Mixed-Use**, including **Residential**
- **Off-street Parking** - Address the **Parking** and **Traffic** Challenges
- **Landscaping/Open Space Standards** - Make Maple Avenue More **Pedestrian Friendly**
- **Design Standards** - Improve **Aesthetics**
- **Neighborhood Protection Standards** - Protect **Existing Neighborhoods**
- **Sustainability Incentives** - Incorporate **Building and Site Sustainability**
- **Flexibility Mechanisms** - Retain **Eclectic Character** of Maple Avenue

Regulatory Approach

Maple Avenue Corridor (MAC) Zoning District

- MAC not 'by-right'; a Voluntary Zone by request
- “Stand-alone” district provisions (new Section 13.1)
- Available to lands adjacent to Maple Ave. (added some areas currently split-zone)
- Four Step Review Process
 - Initial Staff Review
 - Conceptual Site Plan Review by BAR
 - Planning Commission/Mayor and Town Council Approval of Rezoning and Site Plans
 - Formal Review by BAR



Design Standards

- Combination of minimum and a menu-based standards
 - Minimum standards
 - Orientation, transparency, screening, compatibility
 - Menu-based standards
 - Entrance features, façade massing, materials, roof forms, avoiding franchise architecture



Major Revisions since 11.11.13 Work Session

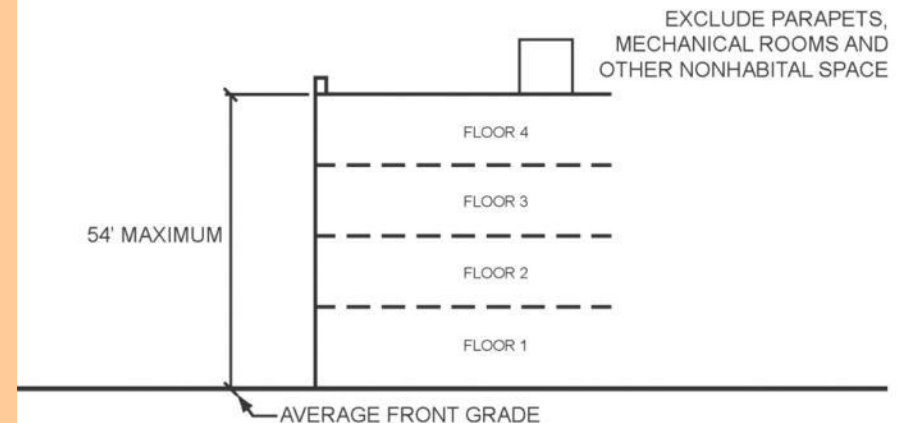
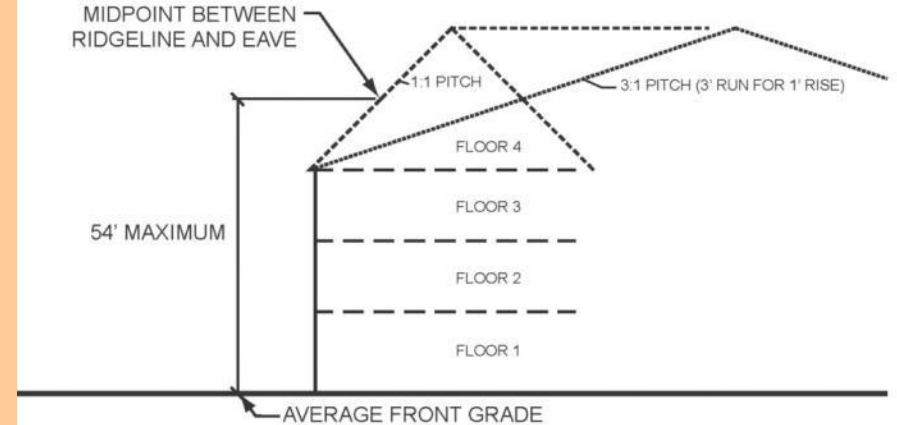
- Clarified some language, revised typos/grammar
- Substantially revised Statement of Intent and Purpose
- Substantially revised incentives
- Matched setbacks from residential zones for both north and south sides of Maple Avenue
- Revised MAC Zone map to include some areas currently split-zoned
- Added place-holders for additional diagrams/graphics (Transparency, Materials etc.)
- Added front yard setback for side streets
- Added references to public art
- Removed density as a standard
- Changed off-site parking distance maximum

Discussion Items

- How to Measure Height
- Neighborhood Protection - Setbacks
- Offsite Parking Distance Maximum
- Changes to Incentives
 - LEED / Green Building Certification
 - Small & Locally Owned Businesses
- Access and Curb Cuts - Closure

How to Measure Height

- Current Town Code measure height to top of flat portion of roof; mechanical rooms, elevator penthouses etc. are not included
- Proposed MAC district would use same standard, but clarify how to measure sloped roofs
- Alternative: Measure to the top of all structures; for some commercial and office uses, this would effectively restrict the height to three stories



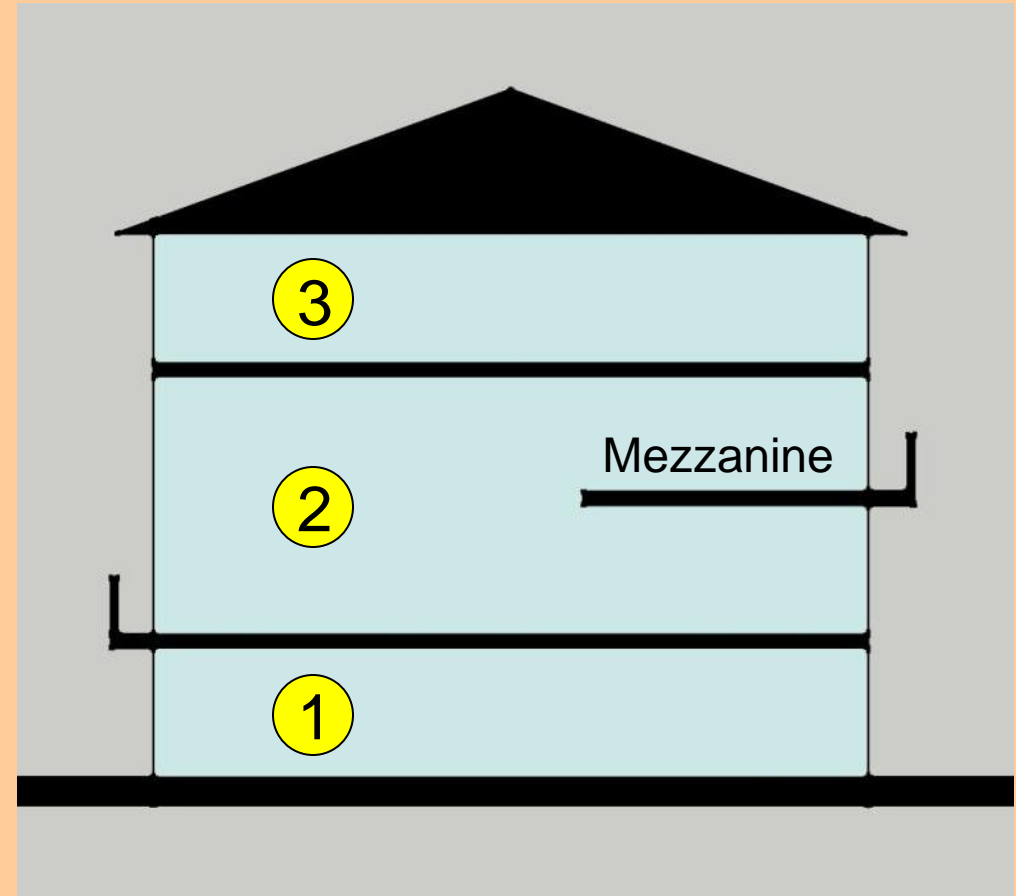
DRAFT 10.31.13

18-95.9.1 DETERMINATION OF HEIGHT

DRAFT

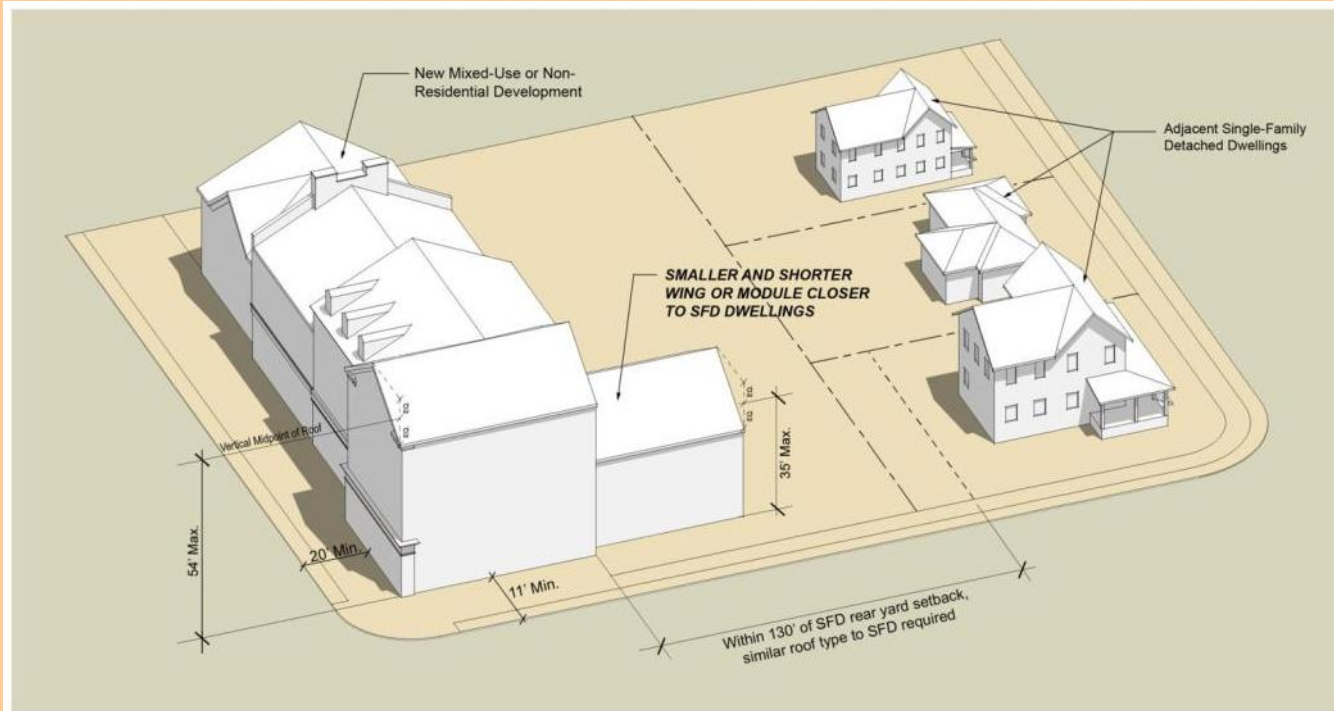
How to Measure Height

- What to do about mezzanines...
- Should they be counted as a full floor?
- Should some limits be established?



Neighborhood Protection - Setbacks

- Applied when multi-family, mixed-use, and nonresidential uses abut lots with existing single-family homes
- 35' height limit within 130' on both sides of Maple Avenue

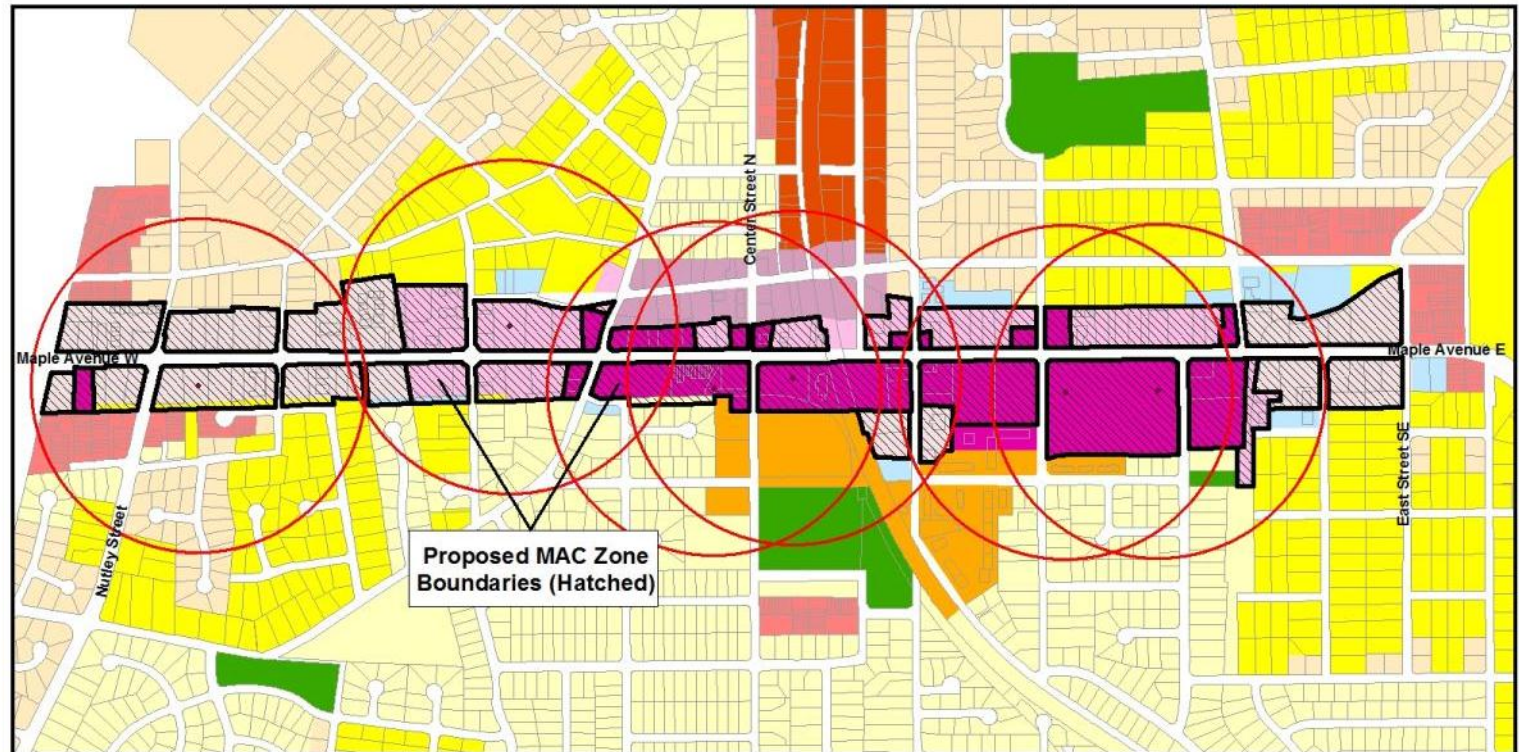


Offsite Parking – Maximum Distance

Offsite Parking Distance Maximum

- Maximum distance reduced to 1,000 ft. (from 2,000 ft.)
- Equivalent to a comfortable five minute walk

1000' Walking Radius
Town of Vienna, Virginia
January 27, 2014



Note: Map for illustrative purposes. Final limits of MAC overlay zone subject to change prior to any final adoption by the Town Council.



Feet
0 250 500 1,000 1,500 2,000

Incentives

Changes to Incentives

- Based upon Town Council discussion, incentives were substantially changed
- Focus is on Water Conservation and Quality Protection, Site Configuration, and Green Building Certification
- Eliminated term 'Sustainability'; term 'Energy Conservation'; category of LEED Certification; category of Building Configuration; category of Economic Development (small business incentives)
- These changes were identified as most directly relating to the Town's goals for development along Maple Avenue
- Specific incentives for density increases and reductions in open space were eliminated

Incentives – LEED / Green Building Certification

LEED / Green Building Certification – potential to incorporate

- As MAC zone is voluntary, it may be possible to obtain LEED Certification or equivalent through proffers
- A few jurisdictions (Arlington Co.) incentivize LEED through substantial density bonuses; however it is not required in the zoning ordinance
- Premiums on construction costs for LEED buildings can range anywhere from nothing (Certified) up to 8.5% (Platinum); this does not include application costs or commissioning fees

Incentives – Small/Locally-Owned Businesses

Small & Locally Owned Businesses

- Incentives were removed per discussion with Town Council; as written, TC felt that they did not adequately address issue
- Several regulations within proposed code may have an impact on small/local businesses:
 - Threshold for conditional use permits (CUPs) for retail uses
 - Eliminating CUPs for outdoor dining
 - Eliminating seating requirements for restaurants
 - No minimum lot size will allow for smaller infill redevelopment
- Other Ideas?

Incentives – Curb Cuts

Access and Curb Cuts - Closure

- The closure/consolidation of curb cut / driveways remains part of incentives
- Cannot require closure of access points
- Can influence location through site plan review process based upon safety, traffic concerns (negotiated)

Next Steps

- Town Council Authorization to Initiate Amendment to Town Code
- BAR and Planning Commission Work Sessions
- Public Review

Comments or Questions?

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